

Message Text

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FM AMEMBASSY NEW DELHI

TO SECSTATE WASHDC PRIORITY 1290

UNCLAS NEW DELHI 12662

E.O. 11652: N/A

TAGS: BCOM IN

SUBJECT: TRAINING PROGRAM FOR FOREIGN SERVICE ECONOMIC/COMMERCIAL
LOCALS - RAM P. SACHDEVA

REF: STATE 213771

1. THE FOLLOWING IS THE INFORMATION REQUESTED IN REFTEL PARAS 10
AND 11. PICTURES WERE AIRPOUCHED TO FSI ON SEPTEMBER 18.

2. BIOGRAPHIC SKETCH - QUOTE MR. SACHDEVA HAS BEEN EMPLOYED
IN THE COMMERCIAL SECTION OF THE AMERICAN EMBASSY IN NEW DELHI
SINCE 1954. HE IS RESPONSIBLE FOR PROMOTING THE SALE OF AMERICAN
PRODUCTS AND THE FURTHERANCE OF THE INTERESTS OF AMERICAN FIRMS
IN INDIA. HE HAS PREPARED COMPREHENSIVE RESEARCH REPORTS
ON THE MARKET IN INDIA FOR VARIOUS AMERICAN PRODUCTS, INCLUDING
ELECTRONIC EQUIPMENT AND COMPUTER PERIPHERALS.

3. MR. SACHDEVA IS A GRADUATE OF PUNJAB UNIVERSITY AND HAS ALSO
DONE GRADUATE WORK AT THE DELHI UNIVERSITY. HE IS A RECIPIENT
OF THE AMERICAN EMBASSY'S SUPERIOR PERFORMANCE AWARD AND A
CERTIFICATE OF APPRECIATION AWARDED FOR OUTSTANDING PERFORMANCE
IN SUPPORT OF US EXPORT EXPANSION PROGRAM BY THE BUREAU OF
INTERNATIONAL COMMERCE OF THE US DEPARTMENT OF COMMERCE.

4. MR. SACHDEVA IS MARRIED AND IS THE FATHER OF FOUR CHILDREN.
HE CAPTAINED THE CHAMPION EMBASSY VOLLEY BALL TEAM AND IS AN
ACTIVE SPORTS ENTHUSIAST. UNQUOTE.

5. SPECIFIC INTERESTS OF MR. SACHDEVA FOR USE IN PLANNING HIS
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ITINERARY INCLUDE MEETINGS WITH INTERNATIONAL DIVISIONS OF

MAJOR US BANKS, MEETINGS WITH THE NATIONAL ASSOCIATION OF MANUFACTURERS AND THE AMERICAN MANAGEMENT ASSOCIATION, A VISIT TO A FREE TRADE ZONE, AND A VISIT TO COAL GASIFICATION FACILITIES. PRODUCTS WITH GOOD MARKET POTENTIAL IN INDIA INCLUDE MINING AND EARTHMOVING EQUIPMENT; ELECTRONIC AND COMMUNICATIONS EQUIPMENT; HEAVY POWER GENERATION EQUIPMENT; HEAVY DUTY MACHINE TOOLS; OILFIELD EQUIPMENT; PROCESS CONTROL INSTRUMENTATION; SPECIALIZED TEXTILE MACHINERY; SPECIALIZED EQUIPMENT FOR FERTILIZER AND CHERMICAL PLANTS; AIRCRAFT GROUND CONTROL EQUIPMENT; AND FIRE FIGHTING EQUIPMENT.

6. IN ADDITIN, BRIEFING BUSINESSMEN ON THE MARKET IN INDIA FOR THE ABOVE PRODUCTS, MR. SACHDEVA IS ALSO ABLE TO DISCUSS THE INVESTMENT CLIMATE, BUSINESS AND ECONOMIC CONDITIONS, AND METHODS OF SELLING IN INDIA.SCHNEIDER

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